

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 572 Issue 1



AUG 14 2012

NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Client: Priorities Usa Action/ Issue	Submission Cost: 55950	Campaign Ref: E:120810081
Buyer: **	Client/Product/Estimate: 321 /340 /1566	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06273144
Est./PO Number: 06273144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WCMH	Key Market: Columbus, OH
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1100	30 Comme	Nbr of Spots	1	1	1100
2	M-F 1237a ET / 1137p CT Late Night ...F..	03	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 5a News ...F..	03	550	30 Comme	Nbr of Spots	1	1	550
4	M-Su 6p News ...F..	03	1800	30 Comme	Nbr of Spots	1	1	1800
5	M-F 6a News ...F..	03	1500	30 Comme	Nbr of Spots	1	1	1500
6	M-F 7a Today Show ...F..	02	1800	30 Comme	Nbr of Spots	1	1	1800
7	M-F 730p Inside Edition ...F..	03	1200	30 Comme	Nbr of Spots	1	1	1200
8	M-F 9a Today Show II ...F..	03	1000	30 Comme	Nbr of Spots	1	1	1000
9	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1100	30 Comme	Nbr of Spots	1	1	1100
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 572 Issue 1



nbca4.com

NBC 4 / WCMH

3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-8107

Client: Priorities Usa Action/ Issue	Submission Cost: 55950	Campaign Ref: E:120810081
Buyer: ..	Client/Product/Estimate: 321 /340 /1566	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06273144
Est./PO Number: 06273144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-F 12p News M.....	03	550	30 Comme	Nbr of Spots	1	1	550
11	M-F 5a News M.....	03	550	30 Comme	Nbr of Spots	1	1	550
12	M-F 5p News M.....	03	1400	30 Comme	Nbr of Spots	1	1	1400
13	M-F 7p Extra M.....	03	1300	30 Comme	Nbr of Spots	1	1	1300
14	M-F 7a Today Show M.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
15	M-F 9a Today Show II M.....	03	1000	30 Comme	Nbr of Spots	1	1	1000
16	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	2500	30 Comme	Nbr of Spots	1	1	2500
17	Sat 6a NewsS.	02	1100	30 Comme	Nbr of Spots	1	1	1100
18	Sat 7-8a Today ShowS.	03	1600	30 Comme	Nbr of Spots	1	1	1600
19	Sat 7p News MTWTFSS Isolations: W/C 10/22S.	03	1600	30 Comme	Nbr of Spots	1	1	1600
20	M-Su Late News Late RunS	01	2500	30 Comme	Nbr of Spots	1	1	2500
21	Sun 630a NewsS 06:30:00-08:00:00	03	1300	30 Comme	Nbr of Spots	1	1	1300
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 572 Issue 1



NBC 4 / WCMH
3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Client: Priorities Usa Action/ Issue	Submission Cost: 55950	Campaign Ref: E:120810081
Buyer: ..	Client/Product/Estimate: 321 /340 /1566	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06273144
Est./PO Number: 06273144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
22	Sun 8a Today ShowS	03	1700	30 Comme	Nbr of Spots	1	1	1700
23	M-F 10a Today Show III ...T...	03	600	30 Comme	Nbr of Spots	1	1	600
24	M-Su 11p News ...T...	03	2500	30 Comme	Nbr of Spots	1	1	2500
25	M-F 12p News ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
26	M-F 4p Ellen ...T...	03	1100	30 Comme	Nbr of Spots	1	1	1100
27	M-F 5a News ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
28	M-F 6a News ...T...	03	1500	30 Comme	Nbr of Spots	1	1	1500
29	M-F 7p Extra ...T...	03	1300	30 Comme	Nbr of Spots	1	1	1300
30	M-F 10a Today Show III ...T...	03	600	30 Comme	Nbr of Spots	1	1	600
31	M-Su 11p News ...T...	03	2500	30 Comme	Nbr of Spots	1	1	2500
32	M-F 1237a ET / 1137p CT Late Night ...T...	03	400	30 Comme	Nbr of Spots	1	1	400
33	M-F 4p Ellen ...T...	03	1100	30 Comme	Nbr of Spots	1	1	1100
34		03	550	30 Comme	Nbr of Spots	1	1	550
Weekly Totals:					Total Spots(Ord Spots)	37	7	44

Mundy Katowitz Media, Inc.
1322 G Street SE
Washington DC 20003

Priorities Usa Action/ Issue
Submission Number 572 Issue 1



NBC 4 / WCMH

3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Client:	Priorities Usa Action/ Issue	Submission Cost:	55950	Campaign Ref:	E:1208/0081
Buyer:		Client/Product/Estimate:	321 /340 /1566	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 11/04/12	Weeks:	2	Order Ref:	06273144
Est./PO Number:	06273144	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
35	M-F 5a News .T.....	03	1800	30 Comme	Nbr of Spots	1	1	1800
36	M-Su 6p News .T.....	03	1500	30 Comme	Nbr of Spots	1	1	1500
37	M-F 6a News .T.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
38	M-F 7a Today Show .T.....	02	1100	30 Comme	Nbr of Spots	1	1	1100
39	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
40	M-Th, Su 430a News ..W....	03	1400	30 Comme	Nbr of Spots	1	1	1400
41	M-F 5p News ..W....	03	1500	30 Comme	Nbr of Spots	1	1	1500
42	M-F 6a News ..W....	02	1800	30 Comme	Nbr of Spots	1	1	1800
43	M-F 7a Today Show ..W....	03	1200	30 Comme	Nbr of Spots	1	1	1200
44	M-F 730p Inside Edition ..W....	03	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					37	7	44	

Grand Totals

Local

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22		10/29	
	Totals	44		37	7
Spots					
Cost		55950		48250	7700

Grand Totals:

Spots:	44
Gross Total:	55,950.00
Commission:	8,392.50
Net Total:	47,557.50